



The Why and How of Maintenance Agreements

By: Bob Peters

Short Description of the Presentation:

There really is a silver bullet when it comes to creating a very profitable service department. The golden goose is maintenance agreements. Maintenance agreements tie the customer into your company for life and produce additional service work throughout the year. Maintenance agreements also nearly guarantee that your company will be chosen when it comes time to replace or upgrade the customer's equipment.

Overview of Maintenance Agreement Program

- Number one cause of system failure – lack of cleaning
- Exploring excuses for not having a maintenance program
- The lifetime value of a maintenance agreement customer is huge
- Why should your company embrace maintenance agreements?
- Specific incentives for maintenance agreement program customers
- How to use your maintenance agreement program as a Customer Retention Program
- Projected income from a maintenance agreement vs. non-maintenance agreement customer
- Maintenance agreements demonstrate professionalism
- How to manage the money – properly!

How to Implement the Program – Begin with the end in mind

- Utilizing flat rate pricing as a marketing tool
- Structuring the initial call to set the tone (from the office)
- Designing literature as a leave behind
- Defining and naming your maintenance agreement program
- Developing a checklist of what should be done
- Required Forms: Agreement contract, tech sell sheet, tasking form, customer completion form, commission lead sheet, etc.
- Features your agreement should provide
- Developing proper pricing
- Compensation plan (commissions)
- Loyalty program (points towards any service offered)
- Renewal process
- Terms and conditions (limit as much as possible)
- How to marketing the program
- Who should sell maintenance agreements?
- Maintenance agreement management, including scheduling
- Dispatching efficiency
- Tracking program
- Agreement success tips!